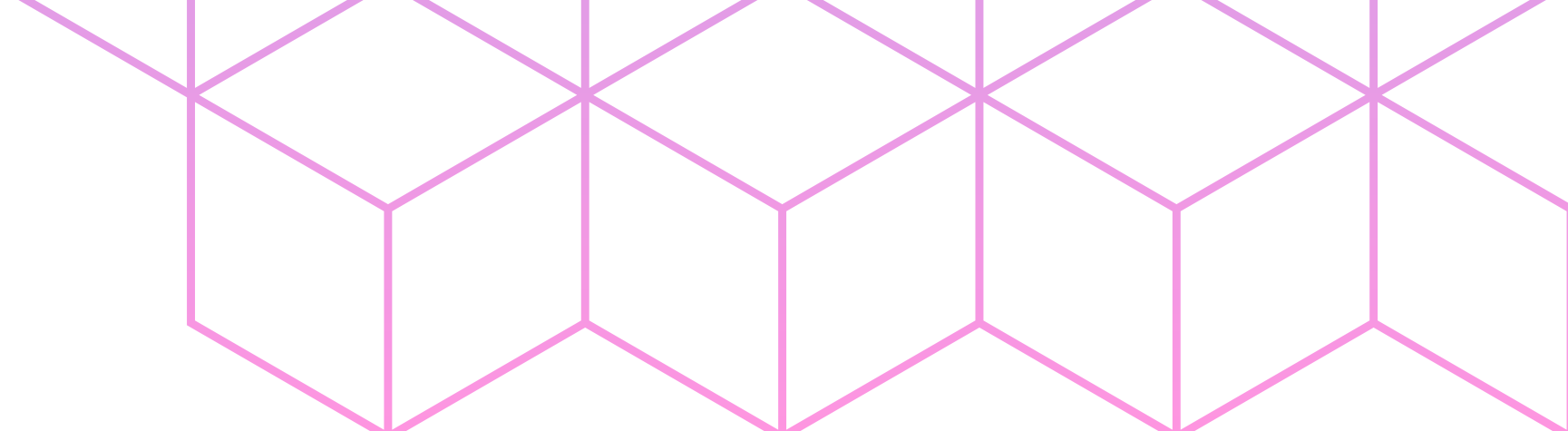


AIRBNB Business Case Study

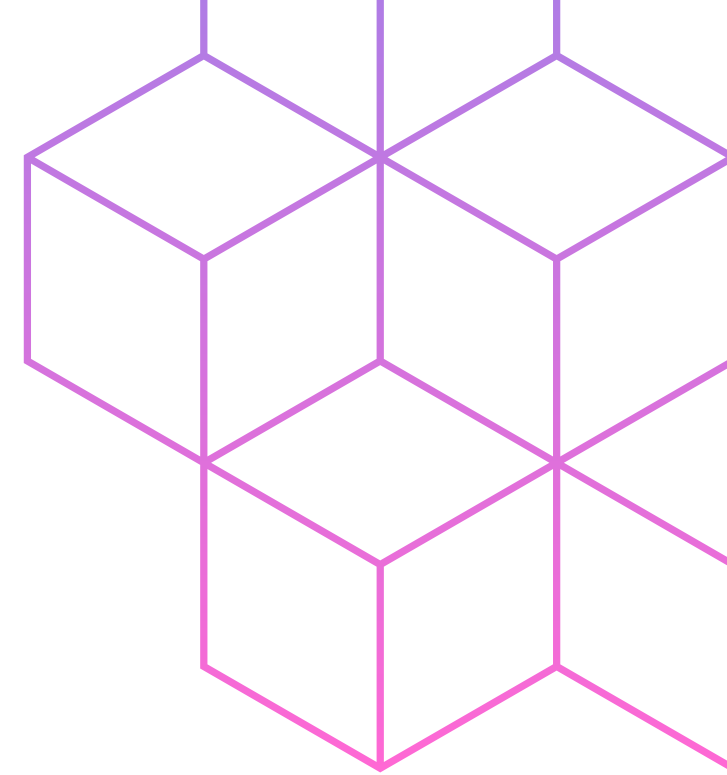
Presentation 2

- 
- Airbnb is an online platform using which people can rent their unused accommodations.
 - For the past few months, Airbnb has seen a major decline in revenue.
 - During the covid time, Airbnb incurred a huge loss in revenue.
 - People have now started travelling again and Airbnb is aiming to bring up the business again and is ready to provide services to customers.
 - Now that the restrictions have started lifting and people have started to travel more, Airbnb wants to make sure that it is fully prepared for this change.
 - An Analysis has been done on New York dataset consisting of various Airbnb listings .



OBJECTIVE

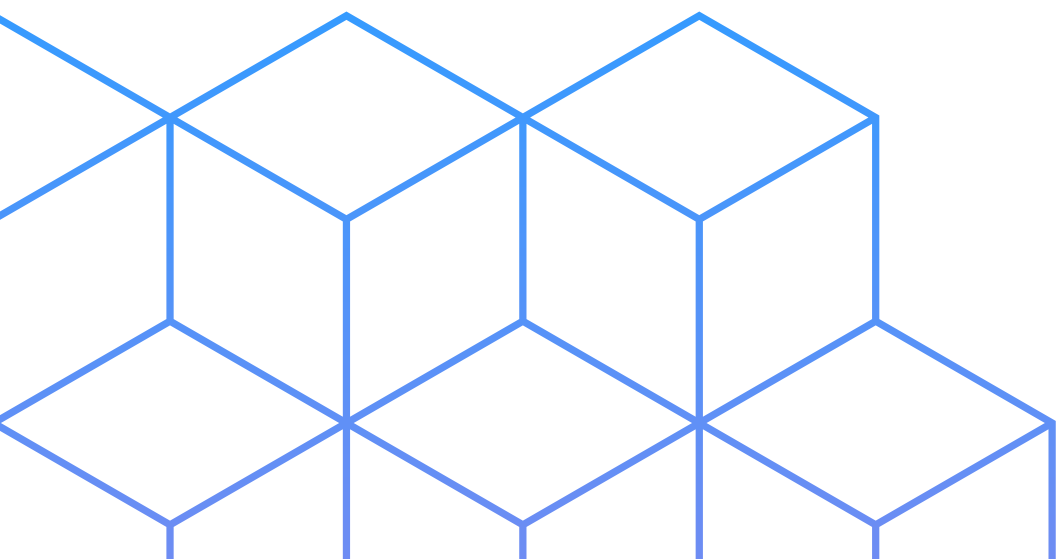
Data Preperation



Data Cleaning

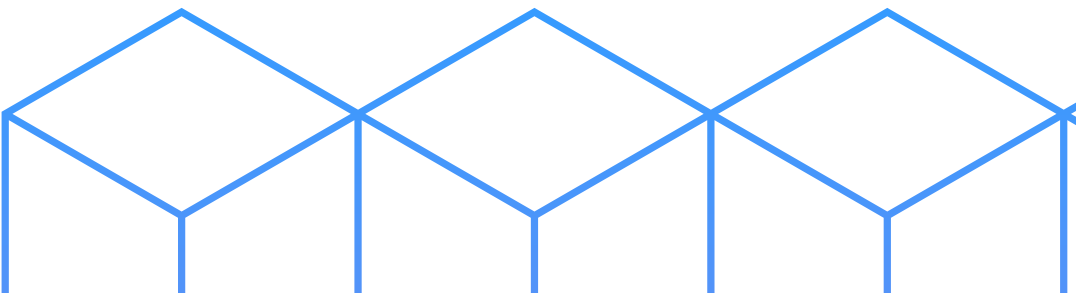
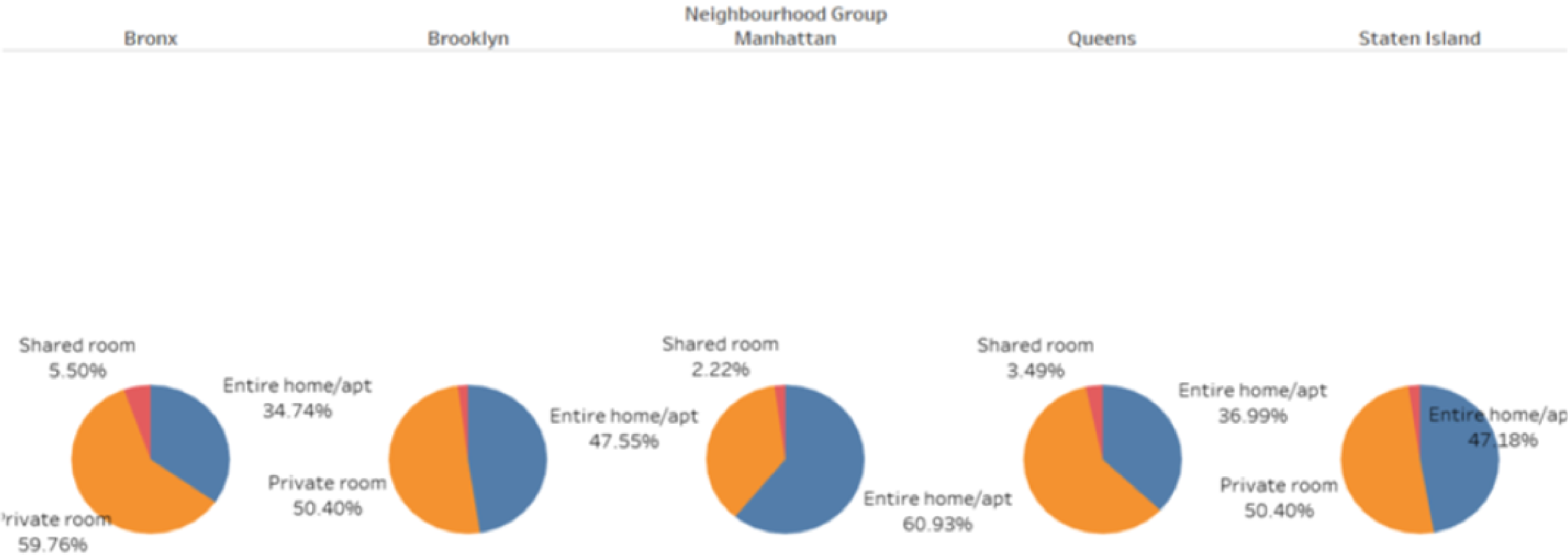
Dropping Columns

Identifying Outliers



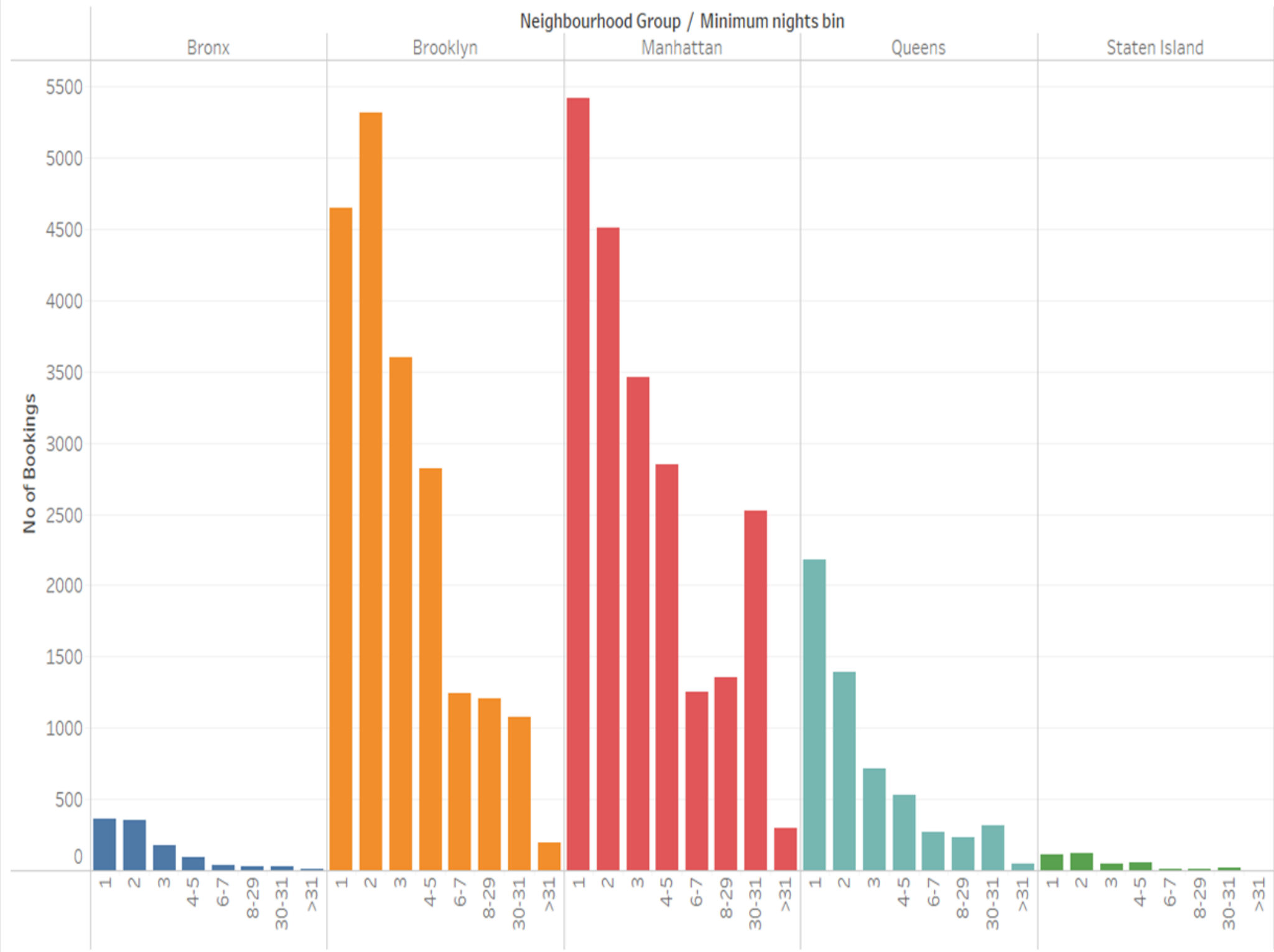
Neighbourhood group room type

- Manhattan and Brooklyn are top neighbourhood groups and mostly people prefer to book the entire home or private room.
- Manhattan has highest number of home/apt properties, i.e. 60.93% of total listed properties.
- Maximum number of private rooms are available in Bronx i.e. around 59.76% of total listed properties.
- Very less number of shared rooms are available in each Neighbourhood group.



Minimum nights customer bookings

Customer booking w r t min nights

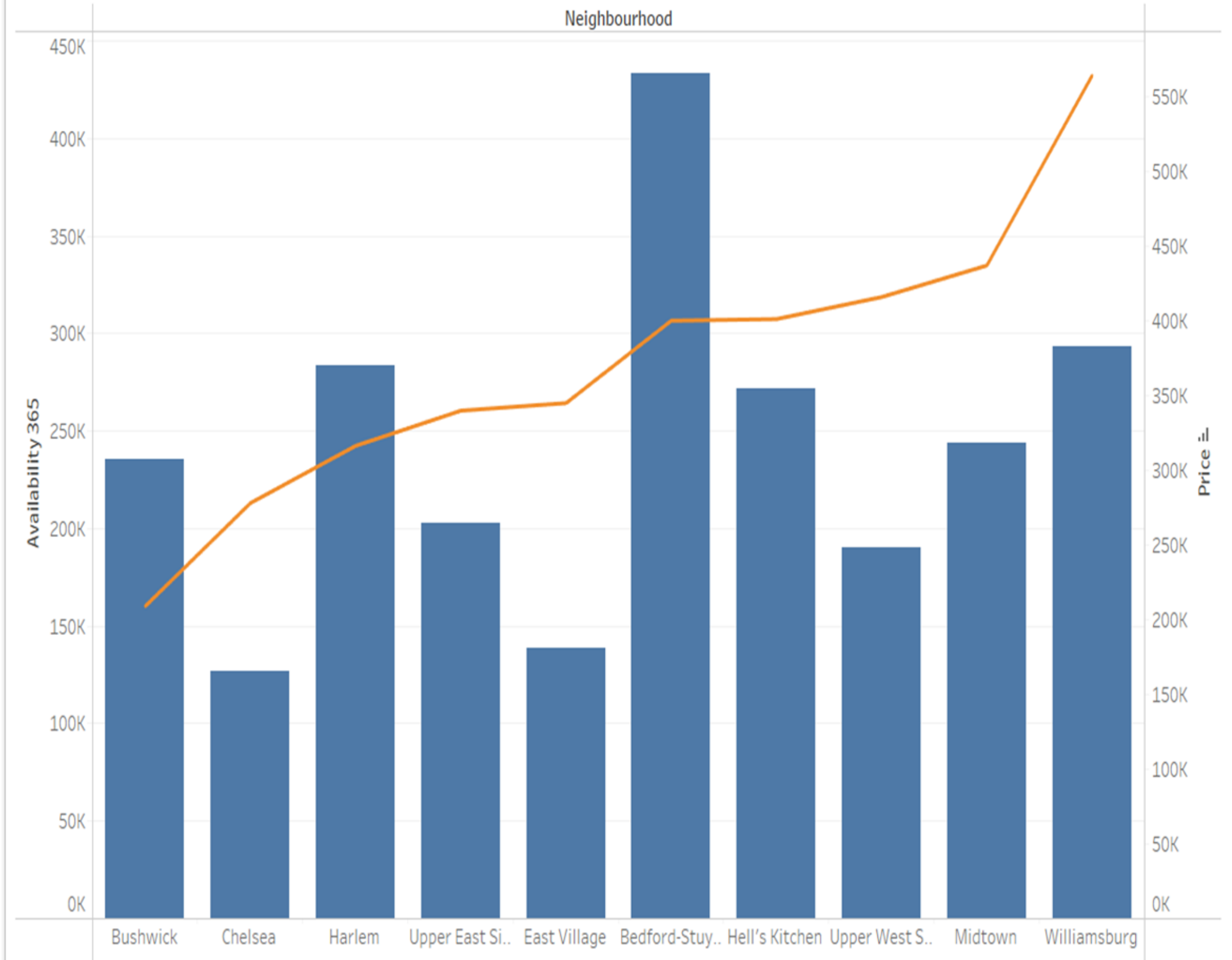


- The listings with Minimum nights 1-5 have the most number of bookings. We can see a prominent spike in 30 days, this would be because customers would rent out on a monthly basis.
- After 30 days, we can also see small spikes, this can also be explained by the monthly rent taking trend.
- Manhattan & Queens have higher number of 30 day bookings compared to the others.
- The reason could be either tourists booking long stays or mid-level employees who opt for budget bookings due company visits

Neighbourhood vs Availability

- Availability of Bedford is highest and its price is on the lower side. It is a good choice for customers.
- After Bedford, Harlem follows the same trend.
- Chelsea's availability low but it is costly.
- On the other hand, Williams's price is high and has average availability.

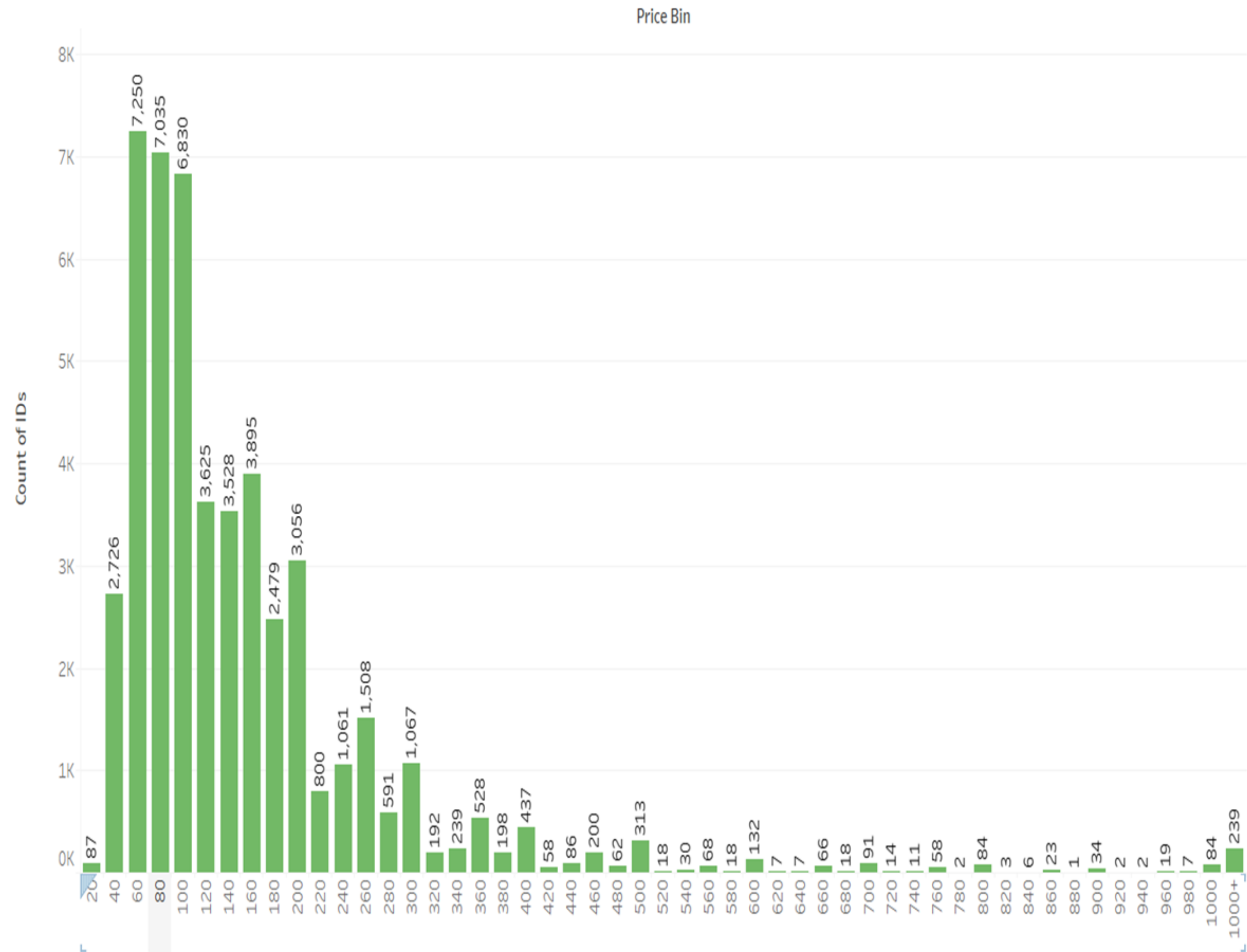
Neighbourhood vs Availability

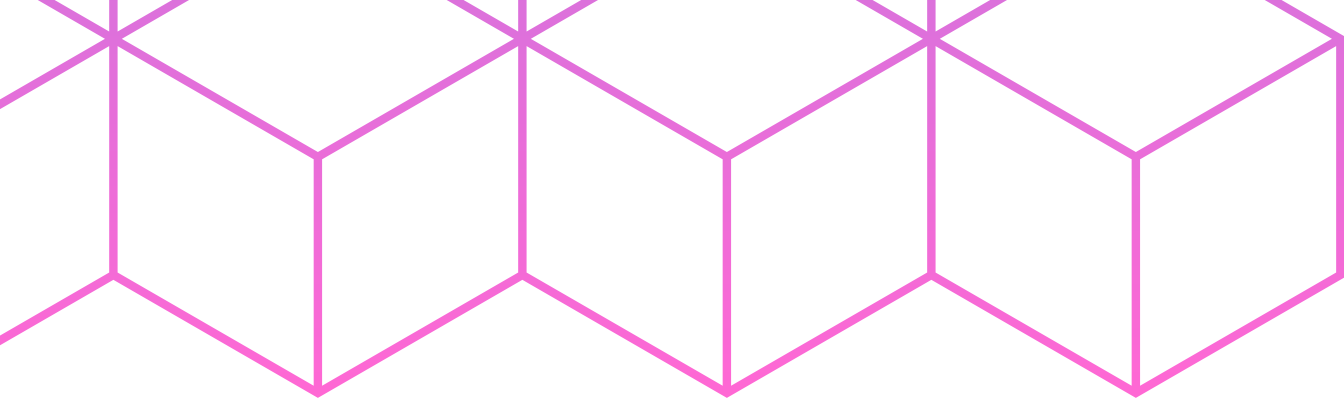


Customers preferred price range

- We have taken pricing preference based on volume of bookings done in a price range.
- From both the graphs, the favourable price range is \$60 - \$200. This is the price range most preferred by most customers.

Price range preferred by customers

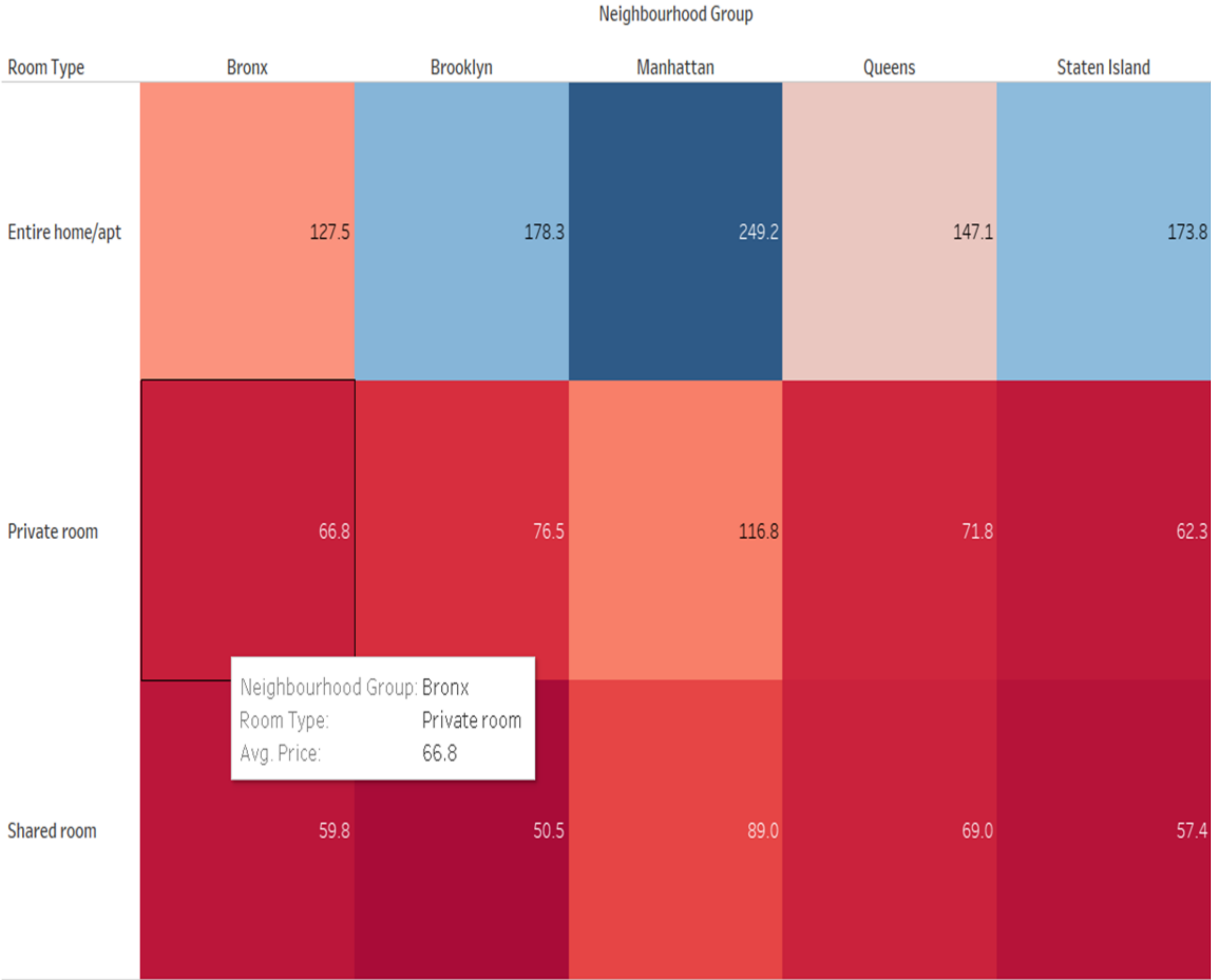


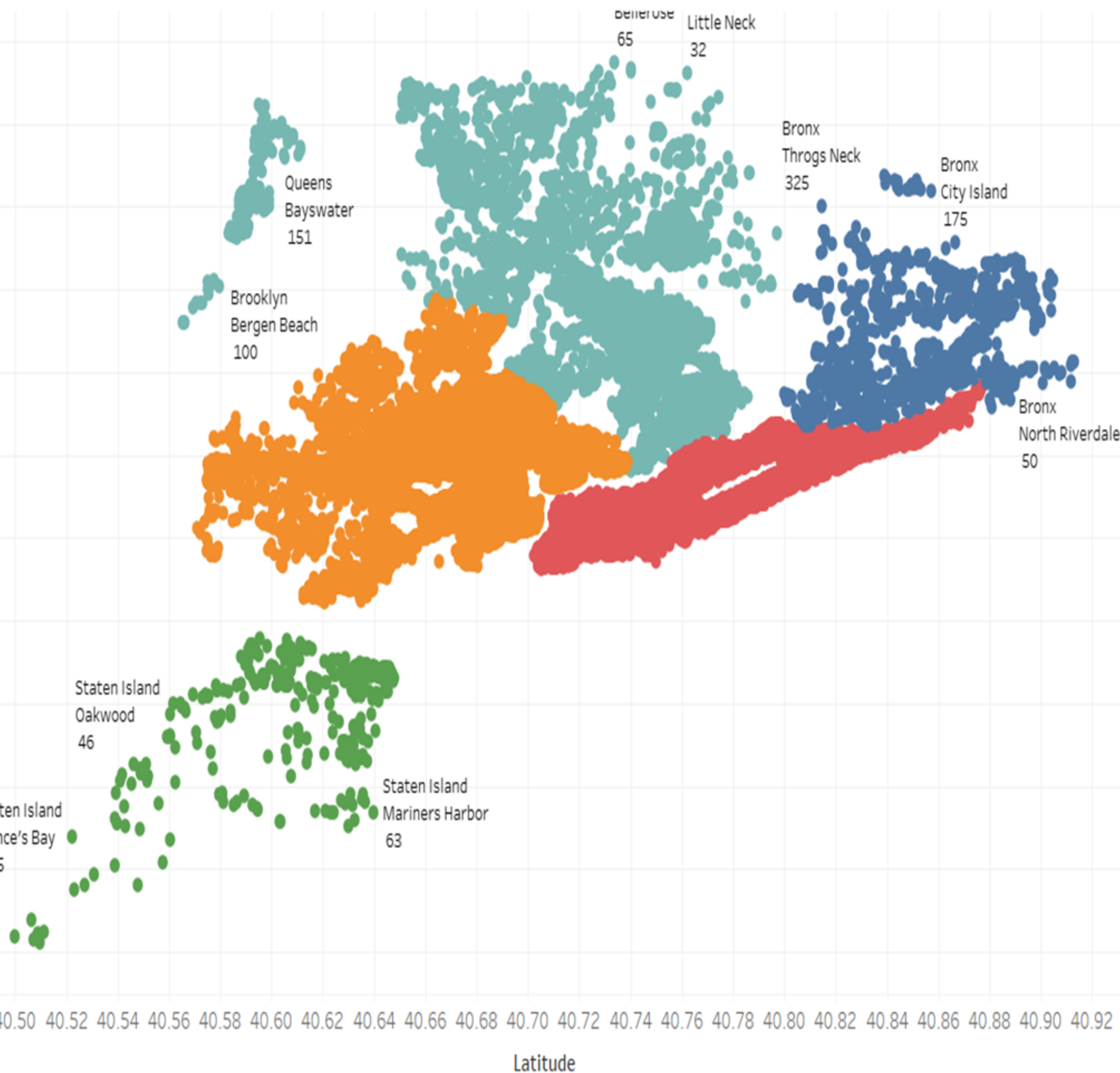


Understanding price variation co-orelation

- The 'Entire home/apt' room type in Manhattan is the most expensive at \$250, much higher than the overall average.
- 'private rooms' of Manhattan & Brooklyn has the highest average.
- Shared Room' type is the cheapest in Brooklyn with \$50.5.

Understanding Price variation w.r.t Room Type & Neighbourhood



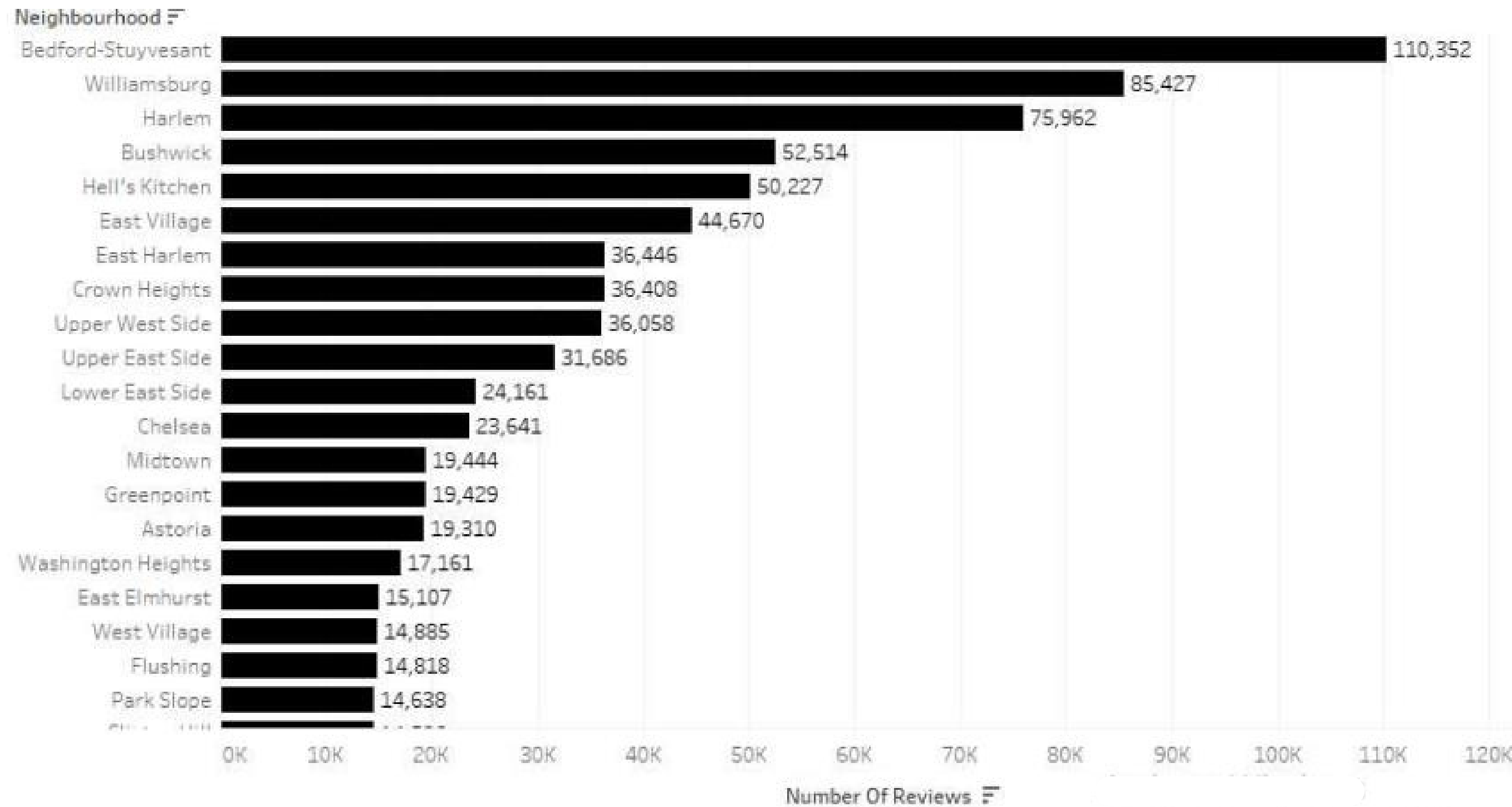


Price variation co-orelation to Geography

- Airbnb has good presence in Manhattan, Brooklyn & Queens.
- Listings are maximum in Manhattan & Brooklyn owing to the high population density and it being the financial and tourism hub of NYC.
- Staten Island has the least number of listings, due to its low population density and very few tourism destinations.

Popular neighborhoods

- We see that Bedford-Stuyvesant from Brooklyn is the highest popular with 1,10,352 no of reviews in total followed by Williamsburg.
- Harlem from Manhattan got the highest no of reviews followed by Hell's kitchen.
- The higher number of customer reviews imply higher satisfaction in these localities.



Inferences -

- We have observed that people like to visit the center of New York, where the beauty of the city can be seen.
- The Entire Room or apartment is most listed room type & customers prefers it, while exactly opposite is true for shared room.
- Manhattan & Brooklyn are costliest neighborhood group, but still customers prefer them.
- We can focus on the locations that are present in Manhattan and Brooklyn because these are most famous prime locations as there is a high demand
- We have observed that people show interest in the host Blueground and also spend more nights there.

Thank you!

